

FROM THE DIRECTOR'S DESK ►►



Message from the 11th Convocation

“If we look at some big companies in India like Reliance and Airtel, we find a unique entrepreneurial spirit behind them. It was the spirit of entrepreneurship that made Microsoft, a company formed by a college dropout, successful. People like Dhirubhai Ambani and Sunil Bharti Mittal are examples of how opportunities can be spotted to create a revolution.” With these words Dr. Vijay Mallya, Chairman, UB Group and Chief Guest at the 11th EDI Convocation, straight looked into the eyes of 74 students and connected with them instantly. He came forth as exalted but very pragmatic and down-to-earth. I thought his speech was an ode to life...very real, mindful of life’s demands and the necessity to wield certain strengths, and of course uninhibited. It was so clear to me that his much talked about flashy aura emerges from his amazing confidence...reflected in every bit of Vijay Mallya. “Have self confidence and belief in self and go ahead,” he announced as an overriding principle to success, in a dominant voice. Somehow this

statement did more to students than I guess what Dr. Mallya had intended. As many told me later it did not come across as mere pep talk; it rang a bell in their ears, came forth as very persuading and as the main garb of winners. Dr. Mallya simplified the agenda of entrepreneurship for the students. I am sure they felt a lot comfortable and identified themselves with him. Youthful streaks with a dash of defiance -“I was written off because I was young and I chose to remain young” – Dr. Mallya did not have to really make an effort to bond with the students. And why just his interaction with the students (before the Convocation) and his Convocation address, I guess the students must have derived learning from every maneuver of this great



achiever. So much happened over just about two hours – the media jostling and pushing against each other to get him to speak on some irksome questions but with élan and poise, a petulant Dr. Mallya, kept away and clarified his sole role for the evening to the media. He was there for the graduating students and did complete justice to his role.

I am also happy by the way Dr. Mallya described entrepreneurship – the spinal cord of Indian Economy. With such supporters, I am sure this unparalleled movement of entrepreneurship will earn a more distinguishing characteristic. EDI's area of operation is a fine testimony to the expanding acceptance of this concept. Today the Institute is garnering support for entrepreneurial initiatives from quarters which do not boast of an entrepreneurial mindset. And when stalwarts like Dr. Mallya corroborate the point so very convincingly, we as an Institute automatically move years ahead.

EDI can attain its goals only through cooperation and support of all stakeholders. I invite all those who have concern for entrepreneurship development to join hands towards the making India a strong entrepreneurial economy. For this, as Dr. Mallya said – “We have an advantage over others in terms of our young demographic profile. That is India's strong points.” And we sure must make that work.

Thank you Dr. Mallya for being such an appealing, convincing and endearing guest.

Dr. Dinesh Awasthi

This Achiever gave them the Mantra for Realising their Aspiration

11th Convocation of EDI's Post Graduate Diploma Programmes



Seen during the Convocation are (4th from R) Chief Guest, Dr. Vijay Mallya, Chairman-UB Group; (3rd from R) Shri Yogesh Agarwal, President-EDI & Chairman-IDBI Bank Ltd. and (5th from R) Dr. Dinesh Awasthi, Director-EDI with EDI Governing Body Members (R-L) Shri V S Rathore, Executive Director, SIDBI; Shri DP Bagchi, Former Chief Secretary, Orissa; Dr. Sailendra Narain, Chairman, Centre for SME Growth & Development Finance; Ms. Rama Devi, Founder President, Association of Lady Entrepreneurs of Andhra Pradesh (ALEAP) and Dr. Sunil Shukla, Chairperson, Post Graduate Diploma in Management – Business Entrepreneurship

As the 74 students walked the alley in their Convocation gowns, one could sense convictions, aspirations and beliefs reigning high. Walking shoulder to shoulder with a name that resonates majesty and splendour – Dr. Vijay Mallya – the students could tell themselves apart in terms of the way they had decided to put up their life. They had reasons to look proud.

The 11th Convocation of the 'Post-Graduate Diploma in Management - Business Entrepreneurship' (2008-10 batch) and 'Post-Graduate Diploma in Management of NGOs' (2008-09 batch) was organised on 19th March, 2010 at the serene and sprawling campus of EDI.

Dr. Vijay Mallya, Chairman, UB Group had graced the occasion as the Convocation Chief Guest.

74 students of both the programmes were awarded diplomas. 56 students successfully completed the 'Post-Graduate Diploma in Management - Business Entrepreneurship' and were awarded certificates: 32 in New Enterprise Creation, 11 in Family Business Management, 4 in Agri-Entrepreneurship and 9 in Services Management. 18 students were awarded Diplomas for successfully completing Post Graduate Diploma in Management of NGOs.

Dr. Dinesh Awasthi, Director – EDI, in his welcome address, hailed Dr. Vijay Mallya, Chairman of one of

E-zine-A Step Towards the Goal

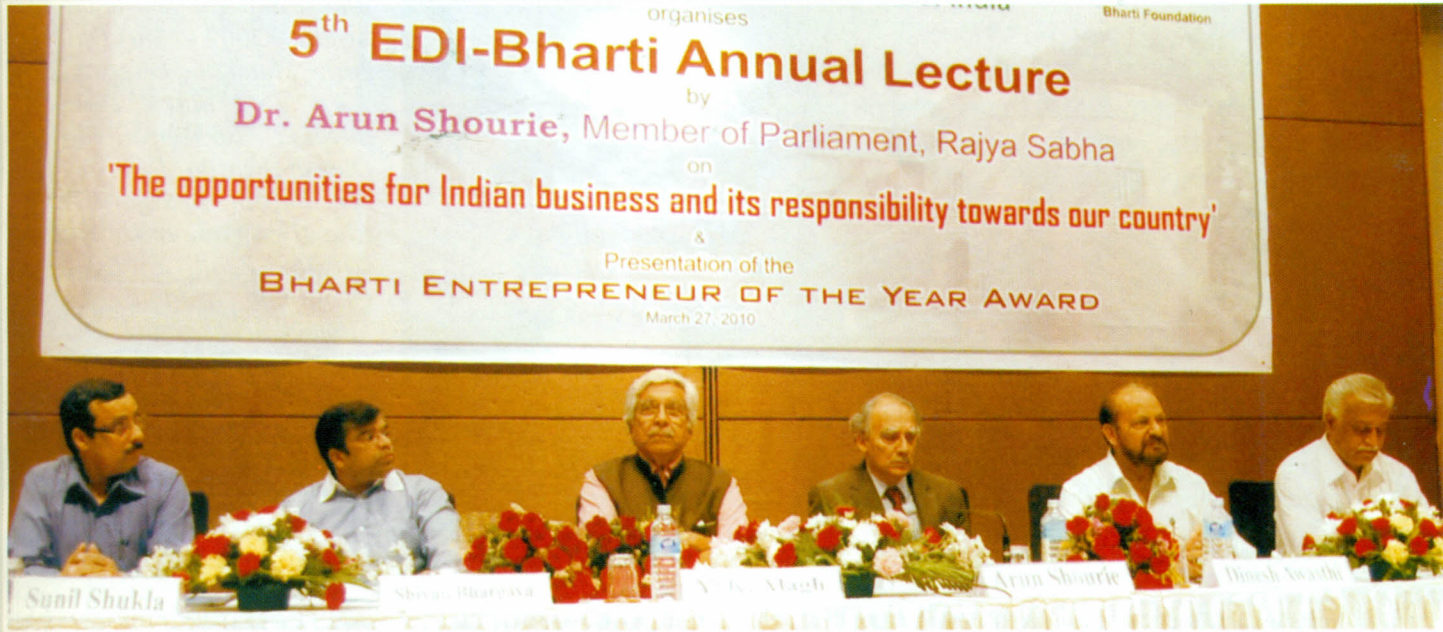
Sponsored by Department of Science and Technology, Govt. of India, EDI has introduced a monthly magazine - The e-zine Science Tech Entrepreneur (STE) which targets techno-savvy unemployed youths, students of technical institutions and existing entrepreneurs. The focus of the magazine is on providing information on innovative technological projects and motivating youths through inspiring success stories of techno-preneurs and tech-savvy institutes/organizations. Some of the future plans for e-zine include a regular section on student R&D activities; information sourcing through CSIR labs, regular coverage of success stories of techno-preneurs, Technology Business Incubators (TBIs); networking with international technology & entrepreneurship development institutions and inclusion of more processes and video-clippings of technologies/processes.

Some innovative projects that e-zine covered :

Exotic Colours – Enzymatic Extraction Process of Natural Dyes – This project, undertaken by the Department of Chemical Engineering & Technology, Institute of Technology, Banaras Hindu University (BHU), Varanasi, was the first success story in the February 2009 issue of e-zine. The story focussed on the development of a novel enzymatic extraction process undertaken by BHU, which is clean and environmental friendly and a substitute to conventional, solvent based extraction process. The extraction process has been performed at laboratory scale level using a combination of enzymes which are available in the Indian market. This novel combination of enzymes facilitates extraction of various components of dye plants like Marigold, Madder, Butea and Acacia.

The second such story to be incorporated was in the March 2009 issue under the heading “**Charming Success**”. This was a success story of techno-preneur, Ms Charmaine Sharma who heads a partnership firm – TechnoSource. The firm produces state-of-the-art Biotechnology products. The firm has also secured grant from TePP (Technopreneur Promotion Program) of the Department of Science & Technology (DST) for development of Indigenous apparatus for bio-separation.

Bharti Foundation and EDI Celebrate Entrepreneurship (The EDI-Bharti Day)



Seen on the dais are (3rd from R) the Distinguished Speaker Hon'ble Dr. Arun Shourie, Member of Parliament, Rajya Sabha and (4th from R) Guest of Honour Dr. Y. K. Alagh, Chairman, Institute of Rural Management, Anand with (L-R) Dr. Sunil Shukla, Chief Faculty and Convener, Bharti Centre; Mr. Shivan Bhargava, COO, Bharti Airtel Ltd., Gujarat Circle; Dr. Dinesh Awasthi, Director, EDI and Mr. S. B. Sareen, Convener, Bharti Entrepreneur of the Year Award Committee

The Bharti Centre for Entrepreneurial Initiatives set up at EDI under sponsorship support from the Bharti Foundation celebrated the EDI-Bharti Day on 27th March, 2010. Two of the major activities organized on this day were the 5th Annual EDI-Bharti Lecture and the presentation of the Bharti Entrepreneur of the Year Award- 2009. The distinguished speaker was Dr. Arun Shourie, Member of Parliament, Rajya Sabha. The topic of his discourse was 'The Opportunities for Indian Business and its Responsibility towards our Country'. Dr. Y. K. Alagh, Chairman, Institute of Rural Management, Anand presided over the event. Shri Shivan Bhargava, COO, Bharti Airtel Ltd., Gujarat Circle, was the Guest of Honour.

The event began with the welcome address of Dr. Dinesh Awasthi, Director - EDI. Dr. Awasthi highlighting the achievements of Dr. Arun Shourie informed the house that Dr. Shourie was among the

Nation's best known commentators on current and political affairs. He had held the office of the Minister of Disinvestments, Communications and Information Technology in Shri Atal Bihari Vajpayee's cabinet. Acclaimed as the Star of Asia by Business Week in 2002; The Business Leader of the Year by The Economic Times Jury and as the Most Outstanding Minister by a poll of Indian CEOs in early 2004, Dr. Shourie has also been awarded with the Padma Bhushan and the Magsaysay Award. Dr. Shourie, said Dr. Awasthi, is widely regarded as the initiator of investigative journalism in India. Rightly so, he has been acclaimed by the International Press Institute, Vienna as one of 50 World Press Freedom Heroes whose work has sustained freedom of the press in the last half-century. Dr. Awasthi also made a mention of the 25 books to the credit of Dr. Shourie. Shri Shivan Bhargava, COO, Bharti Airtel Ltd., Gujarat Circle and Dr. Y. K. Alagh, Chairman, Institute of Rural



Dr. Arun Shourie, Distinguished Speaker at the 5th EDI – Bharti Annual Lecture presenting the Bharti Entrepreneur of the Year Award – 2009 to Shri Dilipbhai Joshi, Managing Director, Shree TNB Polymers Limited, Silvassa. Also seen are (R-L) Dr. Dinesh Awasthi, Director, EDI; Mr. Shivan Bhargava, COO, Bharti Airtel Ltd., Gujarat Circle; Prof. Y. K. Alagh, Chairman, Institute of Rural Management, Anand; Dr. Sunil Shukla, Chief Faculty and Convener, Bharti Centre and Mr. S. B. Sareen, Convener, Bharti Entrepreneur of the Year Award Committee



Dr. Shourie addressing the audience

Management, Anand and an esteemed Board Member of EDI were also welcomed by the Director.

Dr. Arun Shourie speaking on ‘The Opportunities for Indian Business and its Responsibility Towards our Country’ said that Indian achievements are well known. So in the next 10 years we will hear much more about Indian strength in business. There are four main sectors in which the growth will be rapid and these he said were, Private participation in defense; Education, more in higher & technical education; Environment remedial technologies and Organic farming. Dr. Shourie also urged the following propositions:

- A business will be determined by its main line of activity. We cannot make profit by proposing a product which causes cancer and then absolve ourselves of the responsibility by doing some charitable work
- Our enterprises should see that strong, steady independent institutions are there as these institutions are like banks of river – strong banks assist rivers to flow fast. Therefore we must respect institutions.
- As part of our social responsibilities we must pay attention to governance as a whole. Howsoever good the embroidery that we may do on one corner of the cloth,

the whole cloth burns the embroidery what I have done will also get burnt. Therefore Indian business must pay attention to the condition of the Indian state and its institutions.

- We must speak up on the great issues of the time. And in this matter even the littlest efforts helps.

Unfortunately in India, said Dr. Shourie, every profession has self serving rules and does not do what it can for the society and the country. The lawyers defend the biggest smugglers and say that they are lawyers not judges and have to defend those who come to them for help. Civil servants do all what the Ministers want them to do. Dr. Shourie said that we have to reverse this self serving rules and that each individual in every single organization has to discharge a duty towards the country.

Briefing the house about the partnership with EDI and flagship program of the Bharti Foundation, Guest of Honour, Mr. Shivan Bhargava said, "At Bharti, there is a strong belief that entrepreneurs are the key catalysts for economic development of a country. The partnership with EDI echoes this sentiment and aims to encourage individuals who have the potential to set up innovative businesses and provide sustainable solutions."

Dr. Arun Shourie presented the Bharti Entrepreneur of the Year Award 2009 to Shri Dilip Joshi, Managing Director, Shree TNB Polymers Limited, Silvassa. The Award comprises a cash prize of Rs. 1 lac, a trophy and a citation. Mr. S. B. Sareen, Convenor, Bharti Entrepreneur Award Committee introduced the Bharti Entrepreneur of the Year Award 2009 winner, Mr. Dilip Joshi.

Dr. Y. K. Alagh delivered the Presidential Address and listed out some of EDI's efforts towards promoting entrepreneurship among youth, in particular, and society, in general. Dr. Alagh appreciated efforts of Bharti Foundation and EDI in organising events like the lecture and presentation of awards to first generation, EDP trained entrepreneurs that establish the significance of this discipline in the community at large. Dr. Alagh hailed entrepreneurship as the panacea for the problem of unemployment among youth. He believed that enhanced level of entrepreneurship would place the country on a high growth trajectory.

The function concluded with a vote of thanks by Dr. Sunil Shukla, Convenor, Bharti Centre for Entrepreneurial Initiatives and Chief Faculty, EDI.

The Bharti Entrepreneur of the Year - 2009, Shri Dilip Joshi

In 1978, with just Rs. 1500/- but with oodles of grit and determination, he started his first venture at Dhari, Dist. Amreli with one Hand Moulding Machine for processing of small plastic parts. But his aim was to grow big and become successful. He knew learning would help him, so he underwent Entrepreneurship training, organized by CED, Gujarat. Within no time his business boundaries had expanded. He diversified his product line during late eighties and the result was five companies, manufacturing various products like; PVC wires & cables, PE/PP pipes, pipe fittings, polymer solid sheets, pp hollow sheets with state of the art technology imported from Italy, Taiwan and Germany. And then in 2007, he floated Shree TNB Polymers Limited by amalgamating his small units. From processing of 1 Kg. of raw material per day, today, his unit has processing capacity of 16,120 MT, investment of Rs. 11 crore, sales turnover of Rs. 50 crore and a workforce of 157 employees.

Adding to the Brigade of Conscientious Faculty

Capacity building of educational institutions to strengthen the entrepreneurship movement is a strategy that EDI has always endorsed. Keeping this in view, the Institute designed a module on Faculty Development Programme and has been implementing it successfully across the nation. The programme, sponsored by NSTEDB, Dept. of Science and Technology, Govt. of India aims at training faculty group in entrepreneurship so that they can act as 'resource persons' in guiding and motivating young students, particularly from Science and Technology background, to opt for entrepreneurship as a career. The programme exposes the participating faculty to the comprehensive entrepreneurship development process and

imparts skills to organize and coordinate entrepreneurship related programmes.

In 2009-10, the Institute organised 10 Faculty Development Programmes of two weeks each at various locations across India. These were at Bhopal, Mandya, Puri, Trivandrum, Ahmedabad, Sonapat, Moradabad, Haridwar and Gorakhpur. With this the Institute has organised a total of 80 Faculty Development Programmes, thus training 1729 professionals. The faculty gained insights into entrepreneurship development process and model, entrepreneurial motivation and competencies, problem solving, resource building, business opportunity identification, business profile preparation, assessing the viability of a business plan, small business management, dealing with business crises and conceptualising, designing and implementing programmes.

National Director, Faculty Development Programmes, Dr. Sunil Shukla, felt that today most people, although entrepreneurially inclined, shy away from setting up businesses for fear of being entangled in outmoded laws and red tapism. Dr. Shukla, therefore, advocated a simplified and harmonized system in promoting such an environ. He said that the trained faculty members would play a useful role in this.



(L-R) Mr. Vinay Verma, Faculty Member-EDI; Dr. S. C. Bhageria, Director, SIRT, Bhopal; Prof. Shrihari Agrawal, Group Director, Sagar Group of Institutions (SGI); Dr V. P. Saxena, Ex. Vice-Chancellor & Director-SGI and Mr. Raman Gujral, Programme Director, Faculty Development Programme at Bhopal during Valedictory Function



(L-R) Mr. Raman Gujral, Faculty Member-EDI; Prof. M. P. Jain, Vice-Chancellor, Siksha O Anusandhan (SOA) University, Bhubaneswar and Mr. C. R. Patnaik, Programme Director, Faculty Development Programme at Puri (Orissa) during the Valedictory Function



Prof. C.M. Bhandari, I.F.S., Former Ambassador of India to U.A.E & eminent author during his session on Stress Management at Faculty Development Programme in Rishikesh

Participants Opine....

“The inputs of Faculty Development Programmes are contemporary and pragmatic in terms of the requirements of the present day business environment. The strategy to be adopted to goad the students into setting up own business and simultaneously imparting knowledge to make them capable enough about achieving this objective, are areas in which I am comfortable now. I thank EDI for all this.”

Mrs. Kalpana Malik

Assistant Professor, Institute of Excellence in Higher Education,
Madhya Pradesh

“I am happy that I attended this training programme. Entrepreneurship is the need today and it is important to orient maximum number of youths towards this discipline. I am sure about being able to make a tangible contribution now.”

Dr. Pradeep George

Assistant Professor, Mar Baselios Engineering and Technology,
Nalanchira, Trivandrum

The Jain Group of Institutions Adopt an Upbeat Role in Creating Modern Day Entrepreneurs

Becoming an entrepreneur brings in many charms with it. Sadly, however, these haven't been adequately highlighted. The youth, our future, must particularly be oriented towards this concept during their thought-formation years so that adopting entrepreneurship as a career when it comes to making a conscious decision doesn't come as a surprise to them. The Jain Group of Institutions (JGI) has thought pragmatically in this direction and has collaborated with EDI to offer several entrepreneurship related courses to its students.

- The *Graduate Diploma in Business Entrepreneurship & Management* has been designed exclusively for the graduate students of this educational institution so that the students, along with their regular graduation study, (B.Sc., B.Com and B.B.A), undergo this course and gain application oriented skills. The total number of students enrolled is 585.
- 48 students have enrolled for the 4-year Integrated Family Business Management Programme so that they learn the nuances of running a family owned enterprise successfully. The students are imparted learning to enable them to understand their family business from a modern perspective and shun the belief that one has entrepreneurial skills only by virtue of being born in a business family.
- 115 students (including first and second year) have registered for the 4-year Integrated Programme in Corporate Entrepreneurship Management & Family Business Management. The course would groom students as entrepreneurs, entrepreneurial managers and family business successors.
- In the Post Graduate Diploma in Business Management-Corporate Entrepreneurship & Management (PGDBM-CEM), 176 students have enrolled and they would be developed as 'entrepreneurial' managers.

Adding to the impact was a 'National Seminar on Entrepreneurship' organized in collaboration with Jain Group of Institutions, for a group of 300 teachers from various parts of the country. The seminar aimed at clarifying the role of educationists in developing entrepreneurial competencies in students in setting up micro, small and medium enterprises.

Besides, with support from JGI, a workshop on 'Building Better Business Plans' was also organized. The workshop was addressed by Prof. John W. Mullins from London School of Business. The objective of the workshop was to equip the students with skills to prepare innovative business plans beyond the traditional sales-oriented ones. 200 students derived benefit from this workshop.

Handloom Week - A Celebration of Changing Perceptions



Hon'ble Union Minister of Textiles, Thiru Dayanidhi Maran, addressing the gathering during inauguration of the Handloom Clusters Expo. Also seen are (R-L) Dr. Dinesh Awasthi, Director-EDI; Ms. Rita Menon, Secretary, Govt. of India, Ministry of Textiles; Dr. J. N. Singh, Former Jt. Secretary and Development Commissioner (Handlooms) and Mr. Manoj Mishra, Asso. Sr. Faculty-EDI and Project Director

The Office of the Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India celebrated the Handloom Week during 21 to 27 December, 2009. Hon'ble Union Minister of Textiles, Thiru Dayanidhi Maran, inaugurated Handloom Clusters Expo-2009, organized by the Institute, at the Handloom Pavillion, Pragati Maidan, New Delhi.

The major highlights of the Expo were; exhibition-cum-sale of the finest and exclusive handloom products developed by 20 handloom clusters under the Integrated Handloom Cluster Development Scheme of the Ministry, Buyer-Seller Meet and inauguration of the Handloom Clusters Gallery-Glimpses of Life & Work in every cluster. On this occasion, a Handloom Fashion Show entitled Symphony in Weaves - The Handloom Ensemble was also organised at Kadambari Theatre, Crafts Museum, Pragati Maidan, New Delhi with an objective to promote and popularize handloom products.

A Handloom Clusters Gallery was especially planned to provide a glimpse of the interventions so far, by EDI, in the 20 clusters under the programme.

Live demonstrations on weaving of handloom, cloth printing and Computer Aided Textile Designing (CATD) were highly appreciated.

Skills of weavers, be it in the form of sarees from Varanasi, Bargarh, Chanderi, Burdwan and Gadag, or stoles, scarves or shawls from Barabanki or superb

home furnishing items from Bijnore or Donier carpets from Gwalior and marvellous mufflers, scarves and shawls from Kullu - all are masterpieces of India but have several problems along the production-marketing chain. The weavers do not have continuous employment, either due to insufficient working capital within the cooperative, irregular yarn supplies, or collapse of the marketing agencies.

Keeping these lacunae in view, and to facilitate growth of the handloom sector, the Office of the Development Commissioner (Handlooms), GoI has introduced the Integrated Handloom Cluster Development Scheme in 20 selected handloom clusters of the country and appointed 13 Implementing Agencies (IAs) for the execution of the scheme. With a view to providing them with need based support and over-all monitoring, EDI has been appointed with the responsibility of a National Resource Agency (NRA).

EDI has created a web portal (<http://www.indianhandloomcluster-dchl.net>) to provide all encompassing information on products, designs, price range and also basic information related to clusters.

Under this innovative scheme, investments in infrastructure for creating a Common Facility Centre and Dye House, floating right conditions for Business Development Services in the Handloom sector by developing new products or designs with support from



Noted Film Actor, Ms. Shabana Azmi, with other models, walking the ramp at the Handloom Fashion Show

A whopping twelve thousand five hundred and fifty four weavers covered under the scheme have experienced a monthly wage hike of anything between 40 to 50%. Under this project, EDI is working directly with weavers to enhance their prospects through interventions in the areas of marketing, design and technology. In a landmark move, the Institute has helped establish the first ever producer companies in the handloom clusters in Banaras and Chanderi. These producer companies are directly involved in streamlining the buying and selling processes, brand building, marketing of products and technology upgradation.

NID/NIFT designers has been taken up. Suitable attention is also being provided to creation of Institutions owned and managed by the weavers at the cluster level. Also, Raw Material Bank has been set up in every cluster by National Handloom Development Corporation (NHDC). The weavers are being provided different types of yarns under Mill Gate Prize Scheme.

The Scheme covers more than 1 lakh weavers in the country spread over 13 states and is being implemented by 13 Implementing Agencies comprising State Handloom Development Corporations and other Apex Handloom Cooperative Bodies.

Despite its potential, the handlooms sector has not come to play a crucial role in the Indian economy as was envisaged. As a result, the economic condition of weavers is sharply deteriorating. Even the peace that handloom occupies today is by no means secure; more so amidst the present times of open markets and globalization. We, therefore, need to protect this rich heritage of India and in the light of this, all developmental efforts acquire so much significance.

In all, 50,000 customers including 120 buyers visited the stalls during the Handloom week. The spirit of competition and enthusiasm was kept alive by awarding exhibitors in the categories of 'Best Display' and 'Best Innovative Product Development'. The Chanderi Cluster of which the Institute is the Implementing Agency bagged the 1st prize for Best Innovative Product Development. The Best Display prize was jointly awarded to Bargarh implemented by BOYANIKA, Bhubaneswar and the Chanderi Cluster.

In addition, new market collaborations were struck with leading business houses like Anokhi, Fab India, Women's Weave, Kotex and leading export houses which will help the cluster understand market trends.

The Website created by EDI has helped seek orders worth 3.5 cores so far.



Smt. Panabaaka Lakshmi, Minister of State for Textiles, Govt. of India interacting with weavers to understand the current developments in the cluster



Hon'ble Union Minister of Textiles, Thiru Dayanidhi Maran and Ms. Rita Menon, Secretary, Govt. of India, Ministry of Textiles taking a round of the Handloom Exhibition

Cluster Management and Technical Agency (CMTA) Mega Handloom Cluster Project : Sivsagar, Assam:

Sivsagar (Assam) has been included in the Handloom Sector under the Central Govt.'s 'Mega Cluster Development Scheme' to scale up its infrastructural and production chain. These had so far remained unorganized and not kept pace with modernization. In this mega project, EDI has been appointed as Cluster Management and Technical Agency [CMTA] for a period of five years. At Sivsagar, muga silk is well known for its sheen, lustre and golden hue and is extensively used by the local silk weaving industry. EDI is working towards the development of handloom sector to save the golden silk-muga in Sivsagar.

The objective is to bring about holistic development by implementing an all-encompassing cluster development model. The development plan comprises - creation of Common Facility Centers, CAD Centers, communication network, design banks, resource centres, marketing infrastructure and raw material banks. Such an approach will lead to increased market share; integration of scattered artisans and building of a critical mass for customized interventions to ensure economies of scale and scope, quality and product standardization; generation of additional livelihood/employment and income generation opportunities. Improved access to critical linkages viz., infrastructure, technology, product diversification, design development, raw material banks, marketing & promotion, social security and other components that are vital for the sustainability of artisans/craftsmen engaged in the sector, would also be focussed upon.

EDI and Tata Communications Join Hands to Promote Entrepreneurship



Mr. R. Nanda, Sr. Vice President, HR, Tata Communications delivering his address during the valedictory function in Nashik. Also seen are (R-L) Mr. Bipin Shah, Sr. Faculty, EDI & Project Director and Mr. Sunil Chandak, Director, Udyogwardhini

In a progressive stance, EDI is all to unclasp the inherent entrepreneurial potential of the SC/ST community members, once again. Sponsored by CII, EDI had, in 2007, implemented a programme to promote entrepreneurship among Scheduled Caste / Scheduled Tribe members, thus leading to the establishment of micro & small businesses amongst this community. The idea behind this project was to ensure a better quality of life for the community that was mainly job oriented. The project was implemented at seven locations

namely Ahmedabad, Aurangabad, Bangalore, Bhubaneswar, Guwahati, Hyderabad & Lucknow. As a sequel to successful implementation of this project three programmes - one each in Nashik, Surat and Lonavala were sanctioned by Tata Communications for promoting small and micro businesses among SC/ST candidates. Under these 3 programmes, 80 selected participants were trained. 53 of these have started the businesses or are at various stages of implementation. This indicates a success rate of around 65%. The training was conducted in three phases. The first two phases aimed at developing necessary knowledge and skills required for starting and managing own business. Entrepreneurial competencies were also inculcated in the trainees, besides training them on business opportunity guidance, business plan preparation and enterprise launching & enterprise management. Soft skills development and achievement motivation training were also focused upon. The third phase focused on solving the impediments of trainees who could not make it for some reason or the other, and encouraging them to come forth.

Extensive handholding support was provided to trainees by EDI in terms of arranging for financial assistance as also technical and implementation support. Under suitable guidance some of the trainees had also submitted their application for finance with banks and government departments under various schemes.



Mr. R. Nanda handing over training completion certificate to a participant

In a recently held review meeting, Dr. J.J. Irani, Director, Tata Sons for CSR Programmes of Group Companies, lauded EDI efforts and looked forward to more such projects at the national level to promote micro entrepreneurship development related activities among SC/ST community members.

Training Coverage

The training imparted exposure on product identification and product selection procedure, interpersonal communication for effective performance, soft skill development, information seeking, information about support institutions and schemes, documents required for financial assistance

and facilitated interaction with District Industries Center (DIC). Field visits for product selection, information about raw material, machinery and equipment, interaction with successful entrepreneurs, market survey, preparation of preliminary project report, achievement motivation training, information about final business plan, working capital calculation, cash flow, profitability, product planning, account keeping, pricing, advertising, final business plan preparation, loan application

preparation, etc. were also areas in which the participants delved into.

Project Outcome

It is heartening to note that, in Ahmedabad, 20 trainees have already started their ventures in products like leather article making, garments, beauty parlor and tailoring job works etc. In Pune, 20 trainees have already started their ventures in herbal products, milk production, fruit and vegetable processing and preservation, food processing, green house, cyber cafe, plastic moulding, mobile repairing, spice making, screen printing, small scale boutique etc. In Mumbai, 16 trainees have already started their ventures in ice cream and chocolate manufacturing, coaching, DTP unit, printing and event management etc.

"In the early 2008, TATA Communications Ltd initiated the concept of providing training to the SC/ST community members to upgrade their employability and help them in setting up their own micro and small businesses. The concept was discussed with EDI and the project was launched to provide Entrepreneurship Development Training.

During the last 18 months with sponsorship support of TATA Communications, EDI has conducted training programmes at six locations in two states. As of now many of these trained entrepreneurs have already started their businesses and are successfully running them in areas such as; beauty parlours, food products, computer services, garments and allied activities, packaging material manufacturing, tourist related services, etc.

This is a unique and important initiative of the TATA Communications in collaboration with ED institutions like EDI towards improving the economic status of SC/ST community members."

Mr. Bipin Shah
Project Director & Sr. Faculty, EDI



(2nd from L) Dr. Dinesh Awasthi, Director-EDI at the CEO's Interactive Roundtable Conference on - Young Entrepreneur - 'Growth, Aspirations and Vision for India', organised by CII, Western Region

Ghana Delegation visits EDI

A 2-member delegation from Ghana Coalition of NGOs for Health, visited EDI during 20-28 December 2010. The deliberations focused on Evaluation of Civil Society in a developing country such as India, its achievements, approach, sources of funding and fundraising process and the issue of its sustainability.

To cater to the requirements of the delegates, a classroom discussion was organized on campus followed by field exposure, especially in the area of health. For this purpose, two prominent organizations working in the area of public health-CHETNA in Ahmedabad and ANS in Sabarkantha were selected. The delegates studied the best practices in public health care delivery system and the role of civil society in it.

The visit has led to meaningful association between the two major organizations in the area of health in Ghana and EDI, and this is likely to result in collaborative research and development.



National Rural Employment Guarantee Act (NREGA) Project

An innovative project 'Support to the Operationalisation of NREGA' sponsored by United Nations Development Project (UNDP) and Ministry of Rural Development (MoRD), Government of India, has been assigned to EDI for conducting action research for integrating khadi, handloom and salt sectors in NREGA at the following locations;

- Handloom: Rural Areas of Bhilwara [Rajasthan] & Chanderi [MP]
- Khadi: Surendranagar District, Gujarat
- Salt Works: Dhrangadhra & Halwad (Surendranagar), Gujarat

Under the project a comprehensive methodology and framework would be evolved for integrating Khadi, Handloom and Salt Work into the NREGA fold. A Process Documentation Report is being readied for sharing experiences; evolving a methodology and a blueprint for inclusion of all the three sectors in the NREGA. For suitable integration of these sectors in the NREGA, a convergence action plan will also be submitted to UNDP, Ministry of Rural Development, KVIC, and DC (HL). To start with, a Launch-cum-one day Awareness Camp on Design Development and Marketing was conducted at Raila Block of Bhilwara in the presence of District Magistrate, concerned officials and public representatives. In Bhilwara, a base-line survey has been conducted based on which, 100 NREGA workers in four villages viz., Dholi, Bhadwon ki Kothdi, Kothia and Iras have been identified. In order to inculcate basic skills in them, a 2-month training on weaving new designs for

KHESS (a thick bed sheet) is being imparted by a NIFT Designer. EDI has also submitted a proposal to Commissioner of Industries, Govt. of Rajasthan, for providing looms to 100 weavers under Integrated Handloom Development Scheme of Office of Development Commissioner - Handlooms, Ministry of Textiles, Government of India..

At Chanderi, a base-line survey has been conducted leading to identification of 180 NREGA job card holders in two villages viz., Pranpur and Ramnagar. Training will be imparted to them on weaving and skill upgradation.

A consultative meet was organized at Ahmedabad on 3rd March 2010 to discuss the options and challenges in the process of incorporation of Khadi in NREGA. The meeting was attended by officials from Rural Development, Khadi and Village Industries Board along with Chief Executive Officer, KVIC. The participants also comprised representatives from Khadi Institutions as well from all across the state. Leading economists and former parliamentarians also opined on the subject. After studying the options and the suggestions offered by the participants EDI has sought support of the Government of Gujarat in identifying KHADI as one of the components under Action Research.

The project would make a significant contribution towards improving several lives and EDI is geared towards making its strong contribution.

Countries Across Examine Entrepreneurship



Participants of the programme on 'Entrepreneurial Management' seen with (3rd from R) Dr. Dinesh Awasthi, Director-EDI; (4th from R) Dr. Sunil Shukla, Programme Director and esteemed members of EDI faculty group associated with the programme

Entrepreneurship has given a buoyant start to many a nation. Right competencies and skills help improve mutual trust, expand all-round network, strengthen cooperation in national and international affairs, thus leading to sustainable, stable and sound development. In an attempt to impart this

knowledge to countries that are focussed on building competitive capacities, EDI has designed and is offering varied programmes to their officials. These programmes are sponsored by the ITEC Division of Ministry of External Affairs, Govt. of India. Some of the programmes organized over the last few months were:

- **Entrepreneurial Management**

21 participants from 17 countries (viz., Botswana, Chile, Cambodia, Congo, Ethiopia, El-Salvador, Haiti, Hungary, India, Kenya, Mauritius, Maldives, Namibia, Russia, Uzbekistan, Vietnam and Zimbabwe) were equipped with skills and techniques to effectively enhance individual and organizational abilities to suit the demands of today's environment. Conducted during November 9-December 18, 2009, the programme aimed at tapping the latent potential of participating managers and developing right knowledge and skills in them. Programme Director, Dr. Sunil Shukla said that the programme was successful in adding value to the skill base of professionals by making them abreast with the latest tools and techniques in entrepreneurial management.

- **ICT Skills for Small Enterprise Operations**

Given the need for ensuring better utilization of office productivity suite and appropriate usage of other important software, training programme on 'ICT Skills for Small Enterprise Operations' (4th in the series) was



Participants of the programme, 'ICT Skills for Small Enterprise Operations' during a study visit to Pyrotech Electronics Pvt. Ltd., Udaipur, Rajasthan



conducted during October 26-December 4, 2009 with 14 participants from 9 developing countries viz., Afghanistan, Bhutan, Ethiopia, Moldova, Nigeria, Serbia, Tanzania, Uzbekistan and Vietnam. The training programme aimed at preparing SME representatives and stakeholders to effectively use information technology for their day-to-day business activities to reap full benefits of their investment in IT. Happy with the outcome, Programme Director, Mr. Jignasu Yagnik said, "The programme has equipped the participants with intermediary and advanced skills and techniques for effective and efficient use of Microsoft office software suite with VBA, Web applications and other software for SMEs. Mr. Yagnik added that the training had enhanced individual and organizational software usage competencies which would lead to improvement in ROI in ICT."

▪ **Business Development Service Providers for Micro Enterprise and Micro Finance**

The programme was organised during January 4-February 12, 2010 for 22 officials from 13 countries viz., Afghanistan, Bangladesh, Ethiopia, Egypt, Kenya, Mongolia, Myanmar, Mauritius, Nigeria, Oman, Tanzania, Uganda and

Zambia. With the objective of strengthening knowledge, skills, attitudes and behavioural attributes of the participating officers towards initiating, planning and implementing micro enterprise and micro finance projects effectively in their respective countries, the training inputs were designed to cover ED Process, Achievement Motivation Training, Competency Development, Perspective building on Micro-Credit, Self-Help Group Promotion Approach and Management of Micro Finance Delivery System. A 2-week field visit to expose the participants to Indian experiments formed an integral part of the training programme. As stated by Mr. Manoj Mishra, Programme Director, "The input structure of the programme attempts to amalgamate the two issues of Micro Enterprise and Micro Finance with a cross cutting theme of Business Development Services for Micro Businesses emerging out of the Micro Finance Delivery Systems being practiced the world over."

▪ **Entrepreneurship & Small Business Promotion**

This 9th in the series programme was conducted during January 4-February 12, 2010 for participants representing 19 countries viz.



Participants of the programme, 'Entrepreneurship & Small Business Promotion' seen with (4th from R) Dr. Dinesh Awasthi, Director-EDI; (5th from R) Mr. S. B. Sareen, Programme Director and esteemed members of EDI faculty group associated with the programme



Participants of the programme on 'Industrial and Infrastructure Project Preparation and Appraisal' seen with (7th from R) Dr. Dinesh Awasthi, Director-EDI and (4th from L) Mr. D. M. Parikh, Programme Director

Afghanistan, Bhutan, Bulgaria, Costa Rica, Ethiopia, Gambia, Kenya, Lao PDR, Maldives, Mauritius, Myanmar, Nepal, Nigeria, Seychelles, Sri Lanka, Swaziland, Uganda, Uzbekistan and Zambia. The group was a blend of development officers and senior government

officers and academicians. Most of the participants came from grass-roots level institutions engaged in small enterprise development. Since the objective of the training programme was to develop a cadre of hard-core professionals who could work for the promotion of economic activities in the developing countries, participants were, equipped with tools and techniques that lead people to new enterprise establishment. According to Programme Director, Mr. S. B. Sareen, "The participants got in-depth understanding into identifying and analyzing barriers to entrepreneurship development and devising appropriate strategies to encounter them." Enterprise selection, implementation and management of new enterprises as well as survival, growth and diversification of existing enterprises are areas which this newly created cadre of trainers would be able to handle with ease, is what Mr. Sareen emphasized on.

▪ **Industrial and Infrastructure Project Preparation and Appraisal**

Viable entrepreneurial ventures are the prerequisites for sound economies. In ensuing such a scenario, the banks have a significant role to play. Thus, economic growth in most developing countries can be upgraded by sharpening skills and capabilities in preparation and appraisal of project investment studies. Training programme on '**Industrial and Infrastructure Project Preparation & Appraisal**' (21st in the series) was held from February 15 to March 26, 2010 to train a group of 27 participants from 19 countries viz. Afghanistan, Bhutan, Colombia, Cuba, Congo, Ethiopia, Fiji, Iraq, Ivory Coast, Kenya, Lao PDR, Maldives, Mongolia, Myanmar, Philippines, Seychelles, Sudan

Vietnam and Zambia in preparation and appraisal of industrial projects and to familiarize them with the area of Project Development Cycle. The major inputs of the training programme covered components like, marketing analysis, technical analysis and financial analysis. The methodology implemented to impart learning included interactive sessions comprising case studies and field visits. Participants were taken to several small, medium and large industrial units. Project Director, Mr. D. M. Parikh, opining on the outcome of the programme said that it had helped officials sharpen skills and competencies on business idea identification, formulating investment projects, appraisal and financing, leading to prudent investment decisions for sustainable economic growth.

▪ **Business Research Methodology & Data Analysis**

Against the backdrop that proficiency in selection of analytical tools and interpretation of statistical data would lead SMEs to gaining a competitive edge in the changed economic scenario, a training programme on '**Business Research Methodology & Data Analysis**' was organised during February 15-March 26, 2010. This 6-module programme imparted knowledge in making business decisions based on reliable

research outcomes. To grab opportunities that globalization offers, SMEs need information to support their decisions on target markets, product-mix, branding, consumer perception, trends, supply and demand forecasting and quality control. 35 participants from 19 developing countries viz., Afghanistan, Botswana, Brazil, Costa Rica, Egypt, Ethiopia, Georgia, Lao PDR, Mexico, Mongolia, Malawi, Moscow, Namibia, Palestine, Peru, Philippines, Serbia, Uganda and Zambia participated. The programme, therefore, has been designed for enhancing capacities of SMEs in carrying out in-house research and analysis, and thus gain a winning edge. According to Mr. Jignasu Yagnik, "The programme was successful in primarily equipping the participants with skills on translating business problems into proper statistical frameworks for meaningful research, selecting appropriate research methods and carrying out statistical analysis of data using software"

The participants' enthusiastic attitude made the Institute's work a lot easy. Their ingenuity and the ever-willing attitude to learn and imbibe, have helped EDI create cadres of knowledgeable individuals who are contributing to their country's growth and progress.



Participants of the programme 'Business Research Methodology & Data Analysis' seen with (3rd from L) Dr. Dinesh Awasthi, Director-EDI; (5th from L) Mr. Jignasu Yagnik, Programme Director and esteemed members of EDI Faculty associated with the programme

Iran strengthens its Entrepreneurial Chronicle



Participants of the Advanced Trainers' Training Programme in a group discussion

The Institute has been engaged in conducting Trainers' Training Programmes (TTPs) for the resource persons at the Instructors' Training Centre (ITC), The Vocational Training Organization (TVTO), Tehran, Iran, to build their capacity towards conducting entrepreneurship development activities in Iran. So far, the Institute has trained about 120 resource persons of TVTO through four TTPs.

Impressed by the result of these capacity building programmes, the TVTO approached EDI to organize an Advanced Trainers' Training Programme for these trained resource persons.

A 3-member EDI expert team comprising Dr. Sunil Shukla, S. B. Sareen, Mr. D. M. Parikh organized a two week Advanced Trainers' Training Programme in Iran during December 19-2009. To facilitate the participants in acquiring special training skills, the performance of the first batch of trained trainers was reviewed on a one-to-one basis and after taking into consideration their comfort level, interest and understanding about the process of entrepreneurship development; special inputs were imparted by the EDI faculty team under the Advanced Trainers' Training Programme. 80 trainers underwent

the Advanced Trainers' Training Programme which focussed on behavioural aspects, business plan preparation and entrepreneurship training & management. This training

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(3rd from L) Mr. Farshid Borhanazad, Advanced Skills, TVTO; (4th from R) Mr. Karimi, Manager (Training), TVTO and (5th from R) Mr. S.B. Sareen, Faculty Member, EDI and a member of the EDI expert team seen with the participants of the Advanced Trainers' Training Programme



Entrepreneurship Development for Greater Mekong Sub-region (GMS)

Although resource rich, the economy of the Greater Mekong Sub-region does not boast of rampant presence of SMEs. EDI is making efforts to promote the sector in the GMS by enthusing entrepreneurial skills and attitude in its people and also putting in place a system that ensures sustainability of this process. Under the project, [sponsored by the Global Issues and Sustainable Development (GISD), A Division of the Swiss Agency for Development and Cooperation (SDC)] entitled ‘Unleashing Entrepreneurship for Development and Trade’ for the GMS, the Institute organized a workshop in Ho Chi Minh City, Vietnam with support from Vietnam Chamber of Commerce & Industry.

About 30 delegates representing government, industry, policy makers, academia, trade associations,

chambers of commerce and the media from all 6 countries of the GMS (i.e. Cambodia, Lao PDR, Myanmar, GMS Provinces of People’s Republic of China, Thailand and Vietnam) attended the event.

The objective of the workshop was to create awareness about the need for developing entrepreneurial potential of the region, thus enhancing the regional and global trade of the GMS under the prevailing WTO regime. The workshop also deliberated on negotiations, advocacy, policy influencing and other entrepreneurship related issues.

As a part of the project, the Institute had also undertaken a research study in the GMS region on ‘Entry Barriers to Entrepreneurship’ to understand the perception of youth towards entrepreneurship as a

Entry Barriers	Reasons	The Need
Desire to wait for some more time	<ul style="list-style-type: none"> ✓ To gain experience ✓ To arrange for finance ✓ To seek social security and try for a job first 	<ul style="list-style-type: none"> ❖ Managerial skills / vocational training ❖ Ensuring timely access to finance / capital ❖ Changing the mindset
Disapproval of family friends and Relatives	<ul style="list-style-type: none"> ✓ No family business experience ✓ No risk bearing capacity of the family ✓ Not being from business community ✓ Financial instability – pressure to earn money through job 	<ul style="list-style-type: none"> ❖ Counselling for confidence building ❖ Demonstration of cases of successful first generation entrepreneurs ❖ Provision for social security and fellowship for those opting for an entrepreneurial career
Lack of confidence and ignorance about information related to launching and managing a business	<ul style="list-style-type: none"> ✓ Lack of knowledge of business opportunity ✓ Low risk taking tendency ✓ Lack of knowledge about procedures and formalities involved in launching a business ✓ Lack of managerial skills ✓ Lack of finance 	<ul style="list-style-type: none"> ❖ Business opportunity guidance ❖ Behavioral training ❖ Information on organizations, procedures, sources of assistance ❖ Managerial skills / training ❖ Ensuring ease of access to timely and adequate credit
Attitudinal – No interest in a business career or a distinct preference for employment	<ul style="list-style-type: none"> ✓ Intolerance for uncertainty/insecurity ✓ Lack of entrepreneurial motive ✓ Lack of business aptitude ✓ Accessibility to power in job 	<ul style="list-style-type: none"> ❖ Inculcating entrepreneurial values, behavioral training ❖ Motivation development ❖ Skill training / counseling ❖ Reducing power distance, decentralisation

(Study on Entry Barriers to Entrepreneurship by Dr. Sunil Shukla, Chief Faculty, EDI; Dr. Pankaj Bharti, Faculty Member, EDI and Mr. Jignasu Yagnik, Faculty Member, EDI)



Seen during the seminar to disseminate the findings of the study, 'Entry Barriers to Entrepreneurship in GMS' are (R to L) Dr. Dinesh Awasthi, Director-EDI; Dr. Sailendra Narain, Advisor-SDC; Dr. Sunil Shukla, Chief Faculty-EDI & Project Director; Mr. Jignasu Yagnik, Faculty-EDI and Lieutenant Punrop, ITD, Bangkok, Thailand

career. The findings of the study carried out in all the six GMS countries were disseminated in a seminar at Bangkok, Thailand. Around 25 participants attended the seminar.

Besides, with a view to creating a cadre of competent trainers in the GMS to institutionalize entrepreneurship, Trainers' Training

Programme was also organized

in Bangkok, Thailand in collaboration with IIFT-New Delhi, ITD-Bangkok and Mekong Institute-Thailand. In all, 100 participants (including faculty members and resource persons) from Cambodia, Lao PDR, Myanmar, Vietnam, China and Thailand derived benefits from this training programme. Dr. Sunil Shukla, the Project Incharge feels that the region is gradually learning to stand on a sound and stable entrepreneurial base. He added that a number of activities have been planned in a logical progression so that a suitable entrepreneurial environment is created.

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Iran strengthens its Entrepreneurial Chronicle

programme, therefore, put in place a cadre of well-informed trainers who are all equipped to take the baton of entrepreneurship further and impart a sustainable base in the area, to Iran. The EDI Faculty Team was satisfied with the way the training was received. They said that it covered a gamut of issues that addressed critical areas involved in promoting entrepreneurship and thus refurbishing the area by floating a healthy entrepreneurial environment.

Making the Rural Pockets Entrepreneurial



Women learning how to make paper mesh products. Supervising their work are (R-L) Mr. U. N. Tripathi, AGM, SIDBI and Mr. Raman Gujral, Asso. Sr. Faculty-EDI

Rural areas abound with natural resources but what they severely lack is proper canalisation of these resources. Imparting training in entrepreneurship can ready a cadre of people who would not just utilise these resources but also earn a decent living for themselves and many others. The SIDBI sponsored five-year Rural Industry Programme aims at promoting micro enterprises at the grassroots by utilizing local resources. The project, presently in its third year, has already ensured setting up of 86 units so far. The main activities that have taken place under the project at different locations over the past few months and have yielded appreciable results are:

- Awareness Generation Meetings and Entrepreneurship Awareness Camps: These meetings and camps were conducted at different

villages in the district of Kushinagar, Dhenkanal and Sukrauli. The participants received information on various entrepreneurial opportunities in the area and also on different funding schemes available for first generation entrepreneurs. DST-sponsored Entrepreneurship Awareness Camps are also taken up and have been tremendously benefiting people. The RIP team also conducted a 1-month

Entrepreneurship Development Programme for the benefit of 30 participants during December 24, 2009 to January 23, 2010. Two Rural Entrepreneurship Development Programmes (REDPs), benefiting 53 potential unemployed local youth in micro businesses were also conducted.

- Technology Demonstration Programme and Skill Development Programmes on various trades are organized by local master trainers so that the local people gain knowledge and also the ways and means of setting up and conducting a business. Participants learn the basics of the trade and, with the help of EDI experts also pick up training on formalities to be complied with, to set up one's own business so that they can float own micro enterprise.
- Rural Industry Programme (RIP), Vidhisha: A socio-economic survey of different blocks in Vidhisha has been conducted and based on it the



Women undergoing training in jewellery making

team members are in the process of finalising areas in which training is to be imparted to facilitate setting up of business by local people.

The under privileged, the less exposed and the unemployed can organise themselves for a better future. This project is aimed at shaping their lives by imparting them application-oriented skills.

Here... Entrepreneurship is a Cure-all

(Department of Science and Technology Promotes Entrepreneurship)

In an assiduous move, the Department of Science and Technology, Govt. of India has initiated an ambitious drive to promote Science & Technology Entrepreneurship Development (STED) Projects in Rae Bareli (U.P.), Gorakhpur (U.P.), Roorkee (Uttarakhand) and Nalbari (Assam). Several entrepreneurship promoting activities have been carried out to ensure that the local populace gets familiar with entrepreneurship and set up their own enterprises. The primary aim is to promote technology-based micro enterprises and develop cluster-based approach at the grassroots level.

Rae Bareli was abuzz with Entrepreneurship Awareness Camps and Meetings to impress upon the youth the significance of entrepreneurship. Several youths could spurn



their inhibition as a result of these camps. Their reservations were addressed and they were exposed to all the varied advantages of being an entrepreneur. Also, in a special KVIC sponsored EDP under Prime Minister Employment Generation Programme 20 youths were imparted in-depth awareness and understanding on the discipline. A 3-month Skill Development Training Programme was organized for members of scheduled caste under the Special Component Plan sponsored by District Industries Centre. Complementing this was SIDBI-sponsored Technology-based REDP (TRDP) targeted at minority community only. They received skill based training on 'Repair & Maintenance of Inverter & Assembling of Lead Acid Battery.' Considering that women, despite their entrepreneurial potential, are often bogged down by lack of self confidence, knowledge and sometimes societal pressure, a 1-month Women Entrepreneurship Development Programme (WEDP) was organized for a group of 23 women participants. In addition to application-oriented knowledge, they were armed with the right kind of attitude, skills and beliefs to take up an entrepreneurial activity.

Over three years, Gorakhpur has witnessed setting up of 163 units. In addition to Awareness Generation Meetings and Entrepreneurship Awareness Camps, benefiting some 220 youths, a special cluster development programme on 'Embroidery' met with instant success. This was organised for 27 trainees. Technical support and assistance in the area of forging marketing linkages was the major thrust. Also guidance towards managing financial support was focused upon. The participants were highly

appreciative of the inputs. Emphasizing on the significance of trade skill and entrepreneurial knowledge, a 2-month NABARD-sponsored Skill Development Programme on 'Computer Hardware' was organized for a group of 25 participants. The results were augmented by DIC-sponsored Sub Plan for SC/ST women to develop entrepreneurial skills among them and three KVIC-sponsored EDPs under the Prime Minister's Employment Generation Programme (PMEGP) Scheme to encourage people to set up their technology-based small enterprises.

Technology based Rural Entrepreneurship Development Programmes and Entrepreneurship Development Programmes were the highlight of activities in Roorkee. Around 65 youths benefited from programmes conducted on topics such as 'Repair & Maintenance of Domestic Electrical Appliances including Motor-Winding,' 'Digital Photo-Editing and Video Mixing' and 'Poly House' and 'Low Cost Building Materials.' Some of the programmes were especially targeted at the minority community.

The STED Project at Nalbari, commenced from July 2009. Within five months the region recorded worthwhile results on account of a well thought out activity model, developed subsequent to a Techno Need Assessment Survey. Here, entrepreneurship awareness camps and activities have given ample noticeability and recognition to entrepreneurship.

This project has encouraged the common man to grow into a competent, trained and well informed individual so that s/he could explore entrepreneurship from a new perspective.

Clusters... Taking Smart Steps

EDI is helping many clusters across the country understand their lacunae, grasp the prevalent business systems, take up new challenges and emerge as a successful progressive cluster in tune with the times. A glimpse into the progress of different clusters, taken up by the Institute, gives credence to the fact.

Development of Textile Accessories and Machinery Clusters, Ahmedabad, Surat & Surendranagar and Engineering Cluster, Vadodara

Facilitating growth of existing enterprises in the Textile Machinery Clusters located in Ahmedabad, Surat and Surendranagar was taken up under the sponsorship support of the Office of the Industries Commissionerate, Govt. of Gujarat.

Also, to bring about holistic development in the Engineering Cluster, Vadodara, the Office of the Industries Commissionerate, Govt. of Gujarat, approached the Institute to take up a 3-year project and intervene in the areas of technology, quality, productivity, marketing, exports, value addition and diversification.

Over the last few months, 1-day workshops, two in each cluster, were organized covering subjects related to technology upgradation, production and quality improvement. The participants also derived information on Government supported schemes for the benefit of small and medium enterprise development. Each programme was attended by around 40 entrepreneurs.

The consumer, today, is extremely conscious about use of contemporary technology in manufacturing products. Technologically inclined units are bound to sport an edge over the rest. In view of its importance, EDI attaches significance to units adopting modern technology to flourish. In these two clusters, six technologies (3 in each cluster) had been identified and also demonstrated at unit level. These resulted in improving production as well as quality of products.



The technology transfer has been effected through backward and forward linkages by the supplier and users of the technology. A total of 200 units were visited by the Business Development Service Providers in order to arrive at a detailed study of these units.

Currently, four Business Development Service (BDS) Providers are undergoing training in order to understand technology related requirements of the clusters. Besides a Cluster Development Coordination Group (CDCG) meeting was also organized to review the progress made and to analyse the interventions that could bring about similar success at a sustainable pace.

The diagnostic study carried out reveals the need for establishing a Common Facility Centre (CFC) in Vadodara for analysing cases of failure, understanding the needs for training and report preparation of mechanical components of a large number of corporate sectors in and around Vadodara. Work for the same is in progress.

A CFC at Ahmedabad with facilities for indigenization of precision textile machinery components of textile machines is also underway. Currently, textile machine components worth Rs.14,000 crore are being imported every year for the sole reason that these components have not been indigenized. Efforts are being put in to address this lacuna.

Implementing Business Development Service (BDS) for Micro, Small and Medium Enterprises (MSMEs)

MSMEs play a vital role in the Indian economy by addressing the national priorities of generating employment opportunities and alleviating poverty and regional imbalances. Government of India has been taking pro-active steps towards strengthening the competency of Indian MSMEs.

It has been felt that availability of quality Business Development Service (BDS) can brighten the prospects of this promising sector. Unlike their large counterparts, MSMEs are forced to leave several problems unattended for lack of resources to hire experts to address them. As a result, many of their operational and management problems continue or even get aggravated with time. Making business development services available would positively impact the performance of the firms operating in cluster.

With a view to strengthening the access of SMEs to BDS, SIDBI assigned, to EDI, two 32-month projects to implement BDS for SMEs in (i) Dyes & Chemical Cluster, Ahmedabad and (ii) Leather Clusters in Chennai and Shantiniketan/ Kolkata. The activities carried out in these clusters over last few months are as under:

▪ Implementing BDS in Dyes & Chemicals Cluster, Ahmedabad :

- The Project Launch Workshop set the environment for change and innovation. It was attended by about 60 participants. The participants were sensitized to the role of business development services in improving the prospects of a unit. A sensitization workshop, at Naroda, Ahmedabad further complemented the efforts. This was attended by over 65 participants representing cluster stakeholders including the officials of associations and other BMOs like GDMA, GCA, VIA, NIA, etc. So far, 130 BDS providers have registered for participation in the project and 90 MSMEs have registered for benefiting from various activities of the project. What is also encouraging is that the web portal has received more than 13,000 hits from interested entrepreneurs.
- Three units were identified for the purpose of setting-up model primary treatment plants for



Mr. Bipin Shah, Team Leader-Implementing BDS in Dyes and Chemicals Cluster, Ahmedabad, delivering his address during a workshop on Environmental Hazards. Also seen are (L-R) Mr. Jaykumar Gupta, BM, SIDBI-Vatva, Mr. Manish Barad, AEE, GPCB, Mr. Bipin Patel, Chairman-Green Society (CETP-Vatva), Mr. Shankerbhai Patel, President, Gujarat Dye-Stuff Manufacturers Association (GDMA), Mr. Kirit Patel, President, Vatva Industries Association

demonstration and replication effect amongst the cluster units at Vatva.

- Two workshops on Environmental Hazards conducted at Vatva and Odhav, were attended by 155 participants, mainly from micro and small businesses from the Cluster and Business Development Service Providers (BDSP) as well as other stakeholders. The objective was to acquaint the cluster units on the importance, ways and means of tackling environmental hazards. Two workshops on Cleaner Production techniques were also conducted and received overwhelming response, mainly from MSME units. The speakers included representatives from GPCB, leading BDS technology providers and equipment suppliers. Two workshops on Energy Conservation have also been conducted, benefiting the large number of cluster units.
- A seminar on REACH (Registration, Evaluation Analysis of Chemicals) was conducted and was attended by more than 50 relevant Dyes and Chemicals manufacturers. Representatives from the European Union firm TUV Rheinland (India) Pvt. Ltd., Bangalore, discussed the requirements / procedures and importance of REACH.
- A directory of BDS Providers covering information on around 130 business development service providers in the cluster in the field of technical, commercial and financial services is being readied. The document would contain details on their strengths, capabilities, organisation, etc.
- Detailed unit based energy audit and conservation measures for selected 10 units has also been launched.
- **BDS Project – Kolkata Leather Cluster :**
- The Launch Workshops in Kolkata and Shantiniketan received encouraging response from cluster stakeholders, BDS providers, representatives of state and central governments, officials of banks and financial institutions and sponsors. After an ambitious kick-start to the project,



two Skill Development Programmes were conducted in Kolkata Leather Cluster. The first was conducted in collaboration with the association representing the unorganized footwear manufacturing sub-sector, with an objective to improve the skill and productivity of workers. Efforts are being made to establish financial linkages for workers interested in setting up their manufacturing/job-working units. The second programme was conducted at Bantala in collaboration with ILPA Infrastructure Development Foundation (IIDF). An MoU has been signed with IIDF for implementing various activities under this project. The programme was conducted to train workers in the goods manufacturing sub-sector so that the problem of scarcity of skilled workers gets solved. Both the programmes had 25 participants each.

- In the leather gloves sub sector majority of the firms in Kolkata are engaged in making conventional industrial gloves. These products are basically sold in European and US market for shop-floor workers. The amount of value addition in this product is minimal. With the objective of introducing value added fashionable designer gloves, a German Business Development Service Provider has been engaged. Presently he is conducting a training programme for local shop-floor workers / supervisors / managers on making such value-added fashionable designer gloves. Some of the local BDSPs are also engaged so that the programme could be replicated. Six firms and 100 local persons will benefit.
- The existing Common Effluent Treatment Plant (CETP) at Kolkata leather complex, Bantala, is not operating to its fullest capacity. Presently, it is operating at 50% capacity utilization level; two modules out of four are operational. In order to ensure better utilization of existing CETP and

explore the possibility of its modernization, a Status Report on CETP has been prepared by engaging a local BDS provider. The BDS has suggested concrete measures to improve performance of the existing CETP.

- Jan Bazar, Kolkata has a concentration of unorganized footwear manufacturers. Majority of the operations are done manually as they lack basic machines and infrastructure facilities, thus adversely hampering the operational efficiency. Also, in the absence of a common agenda, the machines operate in an unorganised manner. Under the project, therefore, an industry association has been formed for common developmental activities for the units in Jan Bazar. Formalities related to registration are underway. Also, work related to Common Facility Center (CFC) for the benefit of the local units of Janbazar, is in progress.

International Trade Fair Participation at 'MIPEL the Bag Show' at Milan, Italy.

Brand building and value addition being the main focus to gear up activities in a cluster, 27 firms of the Kolkata Leather Cluster were facilitated to participate in the 'MIPEL The Bag Show' during 3-6 March 2010 at Milan, Italy. This was one of the biggest leather goods fairs in the world and it was felt that the cluster would benefit immensely from noticeability at such a potent platform.

This platform was also used to familiarise the MSME representatives with the trends in vogue by organising a few unit visits. Units were carefully selected so as to show the 'best manufacturing practices' in the leather goods sector. GUCCI and PRADA were some of the units that were visited. The entrepreneurs closely observed the specifications of latest machinery and equipment that lead to better production standards, nitty gritty in organising production, maintaining work flow and controlling quality at every stage of



Mr. Sanjay Pal, Faculty-EDI visited Milan, Italy with MSME delegates. Seen here is Mr. Pal in discussion with Dr. Giovami Polidori, International Marketing Consultant and Mr. Mario Pucci, UNIDO Consultant

product manufacturing. Sourcing quality accessories has always been a problem for the local firms in Kolkata. These are imported primarily from countries like Hong Kong, Taiwan, China etc. With the objective of getting familiar with the methods of setting up a local manufacturing base for accessories a visit was planned to the manufacturing and showroom facilities of ABC Morini, one of the most reputed accessories manufacturers in the world. Deliberations were fruitful and they have agreed to set up a manufacturing base in India in collaboration with a local partner. As a step towards sustainability and value addition,

meetings were organised with Ars Arpel School and ModaPelle Academy, the stalwarts in training designers, conducting courses on design development etc. They have agreed to conceptualise a customised training programme for developing Business Development Services in the area of design for the Kolkata cluster.

▪ **BDS Project – Shantiniketan Leather Cluster:**

- The Shantiniketan Cluster was provided with all support to participate in the India International Trade Fair (IITF) organized by the India Trade Promotion Organization at Pragati Maidan, New Delhi, in November. The cluster artisans got an opportunity to display their skills and sell their products to visitors across the world.
- Two Skill Development Programmes were conducted in Shantiniketan for improving the skill base of local artisans. Lack of skilled labour prevents the cluster from making a noticeable presence in the market. Neither is it able to meet the design requirements nor does it find enough scope to improve its business prospects. It is, therefore, envisaged that more such skill development programmes be conducted to ensure smooth supply of skilled manpower, thus improving market prospects. Such an approach would motivate more local entrepreneurs to enter the leather handicrafts sector. Complementing these were two design development

programmes that were conducted; one in collaboration with the local industry association and the second with AmarKutir Society for Rural Development, a renowned local NGO. The objective of these programmes were to develop a new range of product designs which could improve marketability of the cluster products. Apart from engaging an experienced BDS, the programmes are conducted with active involvement of local resource persons.

- 10 artisans / BMO representatives from Shantiniketan and Kolkata visited Indian International Leather Fair (IILF), one of the most renowned leather product exhibition at Chennai. They interacted with International BDSPs, potential buyers, exhibitors, suppliers of raw material, accessories, machinery etc. and tried to capture the essence of trends and practices in vogue. They also visited tanning units to observe the manufacturing process of East India (EI) tanned leather. The visit was beneficial in terms of exposing the delegates to 'best practices' in various areas. The cluster artisans also participated in India Leather Goods Fair in February and explored market development opportunities.
- Sourcing quality raw material (EI tanned leather) has always been a problem for the leather goods manufacturers at Shantiniketan. To address this, attempts are being made to explore the possibility of joint raw material procurement from Chennai, the sole source of supplying EI tanned leather. Feasibility study and a Detailed Project Report for common sourcing of raw material from Chennai has already been prepared.
- Financial linkage has always been a priority area in the Shantiniketan cluster under the BDS project. In collaboration with local banks & other

financial institutions (FIs) a Workshop on How to Strike Financial Linkages was conducted on February 26, 2010. In this workshop, representatives of banks and financial institutions made presentations on their schemes, procedures and systems. This is being followed by one-to-one interaction to facilitate financial syndication.

▪ **BDS Project – Chennai (Leather Cluster) :**

Chennai Cluster has the advantage of being located in a state that accounts for major share of the Indian leather industry's output, i.e. about 60%. The Chennai cluster alone accounts for about 25% percent of the sector's production in Tamil Nadu. Over a century, the cluster has evolved from a trading and exporting centre of hide and skin to semi-finished leather, finished leather production and also product manufacturing and export. The Chennai cluster has advantages in terms of access to inputs (tannery base), port facilities, skilled labour and



Signing of Memorandum of Understanding between an MSME Unit, KL Sourcing, promoted by (2nd from R) Mr. Lakshman and (1st from R) Mr. Ravindran, BDS provider, Project Management Services for facilitating collateral free loan. The MoU was signed in presence of Mrs. Chitra Alai, DGM-SIDBI, Chennai and Mr. D. M. Parikh, Faculty-EDI & Project Director

service providers in training, R&D and promotion of exports. These service providers include the Central Leather Research Institute and Council for Leather Exports. The Chennai leather Cluster produces approximately Rs. 2,000 crore worth of leather and leather products out of which, Rs. 1,000 crore worth is exported worldwide. There are 170 tanneries and 300 product manufacturing units functioning in the cluster employing about 40,000 people.

The BDS market development project is extended to:

- Tanneries processing raw hides/skins to wet-blue, raw hides/skins to finished leather and wet-blue to finished leather
- Shoe and shoe upper manufacturers
- Enterprises manufacturing garments like, jackets, ladies blouses, sportswear, fashion-wear, etc.
- Goods manufacturers making gloves, belts, ladies handbags, wallets, travel goods, etc.

The basic objective of the project is to make BDS available to the MSMEs in two broad areas viz., strategic and operational. Since the manufacturing and business operations of different sectors in the cluster, i.e. tanneries, footwear and garment units and other product manufacturing units, differ in many aspects, the interventions have been planned according to specific needs of each sector. Awareness Programmes on Energy Conservation in Tanneries, SA 8000, besides Workshops on Collateral Free Loan and Credit Rating, Cleaner Production Technologies and Use of Wind Generator for Reducing Power Cost have been the highlight of activities in this cluster. A seminar on 'REACH' was also conducted for the benefit of the stakeholders. More than 60 MSME units participated in the seminar. One-to-one meet with the owners of tanneries to motivate them to adopt technology modernization schemes have also been worthwhile in terms of bringing forth the significance of technology for improved market prospects.



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